

Board Retreat

Present at the board retreat: Rob Lincoln, Susan Sapoznikoff, Thomas Knight, Hazel Bradford, Cindy Hill, Jordan Clark, Frazier Carraway, Mike Dexter, Colin Boyle, and Carla Eastis. Maia Hinkle via phone.
Non-voting members present: Jessica Rogers, Sarah Thompson, Don O'Shea and Shannon Duvall.

Recap from Orientation

The NCAA mission statement is that the Board is here in service to alums and the campus community. Due to the increased state reliance on performance based funding, the college and NCAA needs to be collecting data on the outcomes of recent graduates. The NCAA also need to increase the percentage of alumnae/i giving to perform better on the ranking metrics.

The NCAA Board will need to figure out during the retreat what alums want from the NCAA and how they want to engage with the Alumnae/i Association. The NCAA needs to cultivate a larger group of alums who are more than eager to help out with anything from chapter events to helping with admissions recruitment. We also are in need of a program that will help solicit larger gifts. The purpose of the board retreat will be to focus on these issues.

Website

The NCAA needs to reorganize the content of our current alum website. Currently there are too many long paragraphs. The text should be short and provide links for more information.

The website should appear more graphic, fun, and media orientated. It needs to be re-focused on alum stories, reunions, and chapters. The alum stories should include a mix of ages, disciplines, and geography and should not only focus on our "famous" alums. Stories about alums who are just starting out looking for a job, started a business, etc. should be added. Ask alums who have not just been super successful but are in all stages of life to show the diversity of our graduates.

On a policy level, communications committee is empowered to create or change content on website or in any other medium without approval. The NCAA Board has traditionally avoided approving content to remove an unneeded and largely unwarranted level of bureaucracy.

Social Media

The Board needs to develop a policy for posting content so that there are guidelines on what counts as endorsement for an alum's business vs. news.

Board should be tasked with sharing/reposting content onto their personal facebook pages.

The NCAA needs to increase the quality and timeliness of the content to get higher alum participation on our facebook and twitter pages.

Content should be cross-posted on the established facebook chapter groups to ensure alums are still liking the main page.

Encourage more people to like our posts and comment so that the content rises to the top of their news feed.

Nimbus

The NCAA will be splitting the cost of the upcoming fall issue with Communications & Marketing. It will be sent to all donors, parents, friends, and alums of the college and will be the first ever alumnae/i and friends magazine.

Nimbus used to be heavy on negative editorializing. Need a way for alums to contribute more content going forward but in a more positive way.

The communications committee will develop a Nimbus subgroup consisting of Hazel, Rob and Frazier to help edit stories and develop content. This will start for the spring issue.

New Communications Director Jessica Rood will begin on November 4th. The NCAA is the first group she wants to meet with. Best to have a plan figured out as it empowers Jessica Rogers to go into meeting with the new C&M director to talk about designing the Nimbus in the way we see fit.

Engagement through web chats

Use go-to-meeting or google hangout webinar to broadcast lectures for alums about particularly topics of interest. For example, Hazel Bradford and Alexis Simindinger could do a webinar on being a working journalist. Can also use it for info sessions on career services, or for info sessions about updates with New College (ie: an update from Robert Zamsky about some of the new curriculum changes.)

Create framework for groups of alums to run their own mini-conferences during reunion and then broadcast it. The NCAA would provide a room and then broadcast it live. Students could also participate.

Fundraising

Data for Dollars—Create an email blast to young alums asking to give us your data and solicit a \$1 donation so we can increase the percentage of alums giving. The video is to be created today.

Consider a challenge with Dr. O’Shea or other college administrator to film a “single ladies” video if alums donate \$5-\$10. Alums need some sort of incentive, even if it’s silly, to donate.

The NCAA will need to figure out how to explain how much of a difference \$1 makes to secure funding of those who are embarrassed to donate small amounts.

It’s important to focus on getting alums in the habit of giving. We can do other outreach methods such as encouraging alums to donate \$1 at chapter events and mailing their information in to the NCAA. During phonathon we’re used to trying to get as much out of every phone call as we can. We need to focus more on getting as many gifts no matter what size as we can. It’s about the education and outreach.

Performance based-funding metrics

The Board of Governors last year distributed \$20 million in performance funding based on 3 metrics: the average wage of graduates, cost per student, and percentage of graduates employed or in graduate school. They used Florida numbers tracking social security numbers to determine this information last year so no one employed or in graduate school counted. This year they have changed their reporting and will be including out of state figures. Average wage according to the state of our recent graduates

was \$22,000. The cost of an undergraduate degree per student was \$74,000. The next closest was \$32,000. We got 1 point out of a possible 9. We received just \$434,000 out of the \$20 million.

Thomas asked how does the state analyzes the data they receive pertaining to the average salary of alumnae/i. How does the state handle bias in the reporting? Don was not sure what the percentage of information you need about graduates is, but he said if you have that percentage, the state will take that average and assume others are at that average as well.

One of the new metrics will discuss the retention rate of all students achieving over a 2.0 GPA. As New College does not have a GPA, a committee was formed to form a solution. The committee will propose to the BOG that we use a student maintaining satisfactory progress as the equivalent of having over a 2.0 GPA.

BOG has \$50 million to distribute next year.

Other

NCF to create an IT related AOC by creating a program in conjunction with USF, SCF, and possibly Ringling. Departments will come together and hire 10-12 faculty total. Could have programming bees between the colleges. New College would then have a computer technology AOC. This would be a great opportunity for students.

GPA Issues

Institutionally New College will need a way of signifying that a student is exceptional as we've begun to have problems placing students at professional schools (such as medical or law school) and have run into problems when students apply for certain scholarships. This method of showing exceptional students should never translate into a numeric ranking.

One solution proposed was to give prizes to exceptional students. Perhaps a best thesis prize or the NCAA could sponsor a thesis prize or a prize by discipline/AOC. There is a faculty committee working on solving this GPA problem this right now.

Spozy proposed using alums who have done well at a particular professional school to leverage the school to accept our students. The problem is that we have such small numbers that if haven't had a student there in 1-2 years the school has forgotten us.

New College needs to give out more honorary degrees to increase awareness about us. Don would like nominations from alums.

Educate for Change

\$32,000/year needs to be raised per student to cover the expenses of bringing up to 10 women from Egypt, Gaza, Israel, and Lebanon to New College. Daughters for Life is contributing a certain amount. The community must raise \$8,000/year and per student and NCF also will contribute a bit of scholarship money.

Hazel suggested having a high school adopt one of the scholars as a paid sponsorship.

Career Services

The college has grossly underfunded career services since it's founding. The core issue is that there's no integration between internships, career service, and the database of alums who can help students. All of this is created ad-hoc.

We talk to alums all the time who can provide resources. The flip side is that we try to plug in and alums' disappointment with career services creates problems for us. We are currently working on flying in an alum who was the head of the career office for JP Morgan Chase for 24 years. Will do an audit of our career education office.

There's a gaping need we need to address. We need all alums, especially recent grads thinking positively about NCAA.

There's lots of confusion between the state, Foundation, and NCAA about where New College's funding comes from. Young alums and students understand the student grants program, but we need to work on our communication.

Board Meeting

Present at the meeting: Robert Lincoln, Spozy Sapoznikoff, Thomas Knight, Hazel Bradford, Colin Boyle, Carla Eastis, Jordan Clark, Michael Dexter, and Frazier Carraway.

By telephone: Mitch Silverman and Maia Hinkle

Non-voting members present: Jessica Rogers

Consent agenda

Board meeting began at 2:39 p.m.

Spozy moves to approve consent agenda. Maia seconds. Passes unanimously 2:41 p.m.

Board Officer and Committee Chair Elections

The Chair is elected to a 2 year term. The Chair-Elect will also be appointed to 2 year term with the presumption that he/she will become the chair. Spozy was nominated as the presumptive candidate for Chair nomination because she was the Chair-Elect. No other nominations came forward for this position.

Robert Lincoln called a motion to nominate Spozy for a 2 year appointment as Chair. Motion passed unanimously 2:42 p.m.

Mitch maked motion to approve Spozy for the chair. Second from Robert. Motion passed unanimously at 2:44 p.m.

Thomas, the current Treasurer, was nominated for a 2 year appointment as Chair-Elect. No other nomination was called.

Mitch made motion to close nominations with Thomas as the sole nominee. Colin seconds. Motion carried unanimously at 2:45 p.m.

Jordan made motion to approve Thomas as Chair-Elect. Second from Carla. Motion passed unanimously at 2:46 p.m.

Committee chose to wait on electing a treasurer as no had expressed interest prior to the meeting. The committee gave board members time to consider if they would like to nominate themselves or someone else for this position and moved on to electing communications and governance chairs.

The Communications Committee Chair is a 1 year term appointment. This committee handles the external communication for the NCAA which may include emails about the board, social media, and website content creation. Hazel, the current Communications Committee Chair, expressed interest. No other nominations came forward.

Rob made a motion to nominate Hazel for Communications Committee Chair. Second from Colin. Motion passed unanimously at 2:52 p.m.

The Governance Committee Chair is a 1 year term appointment. This committee takes care of bylaws, self-evaluations, etc. and there is sub-committee that handles the board appointments. Cindy, the current Governance Chair, expressed interest in this position again. No other nominations came forward.

Frazier made a motion to nominate Cindy for Governance Committee Chair. Second from Mitch. Motion passed unanimously at 2:56 p.m.

The Treasurer is a 1 year appointment. The treasurer serves as head of the Fundraising and Finance Committee and also attends the Foundation's Finance Committee meetings. Maia nominated herself for this position. No other nominations came forward.

Rob made a motion to nominate Maia for treasurer. Second by Frazier. Motion passed unanimously at 3:00 p.m.

Maia was a member of the governance chair but, while it is not written into the bylaws, the board feels that members of the executive cabinet should not serve on governance in the event of leadership issues. Rob Lincoln agreed to serve on governance committee in Maia's place.

Scheduling next meeting

The next meeting will be a teleconference held one hour before Clambake November 7th 5:00 p.m. EST and should last approximately 1 hour.

February meeting will be next in person meeting day on Saturday, February 15th morning at 10 a.m. EST. Rob moved to hold two meetings on November 7th and February 15th. Second from Carla. Motion passed unanimously at 3:15 p.m.

The Governance Committee will be tasked with putting into the bylaws that the immediate past chair will be allowed to continue to serve on the Executive Committee. This will ensure an ease of leadership transitions. Rob made a motion to approve this task. Carla seconds. Motion passed unanimously at 3:20 p.m.

Spozy made a motion to adjourn. Second from Jordan. Motion passed unanimously at 3:21 p.m.